

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Intermediate Grade Civilian	CATEGORY (If Applicable) MAJCOM - Individual	AWARD PERIOD 1 Jan 01 - 31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) GS-11 Michael D. Kucharek	SSN (Enter Last 4 Only) 8923	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE GS-1035-11 Public Affairs Specialist	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-7567, Com 937-257-3237	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA, 4375 Chidlaw Rd, Rm N152, Wright-Patterson AFB OH 45433-5006		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Comm 937-257-6306, donna.pastor@wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness & Job Accomplishment:</p> <ul style="list-style-type: none"> -Led the way in highlighting people, explaining mission of Air Force's least-understood MAJCOM --Expert media trainer and coach for AFMC spokespersons--dozens of positive national/trade stories -Handpicked to choreograph and execute PA activities supporting closure of depot at Kelly AFB --Filled void upon departure of base PA staff--deployed on-site, assumed duties as the PA director --Flawlessly engaged media--asked, then met their needs--wove ComRel into all closure ceremonies --Told story--20% of AF capability cut, work moved--yet got unprecedented positive national coverage -Awarded the Exemplary Civilian Service Award for extraordinary performance, a rarity for anyone! -Linchpin on Space Commission implementation team--developed, executed PA plan for realignment --Crafted message, used multiple channels to get word out to Space & Missile System Center people --Result: Eased uncertainty, accurately articulated impact of transition to AFMC & AFSPC people --One-of-a-kind feat recognized by AFMC/CC with amazing 2nd Exemplary Civilian Service Award! -Sought out opportunities to articulate contributions of AFMC people to warfighters and to the nation --Force behind AF Research Lab's nominations to Technology Review's "Top 100 Innovators" Award --Innovative: Placed story on handicapped AFMC civilian employee contributions in <i>Paraplegia News</i> <p>Leadership/Organizational & Planning Skills:</p> <ul style="list-style-type: none"> -Great PA instincts, strong leadership, infectious enthusiasm for mission--others want to be around him --On-site AFMC/CC national media advance for Detroit Tuskegee event--wires reached 32 newspapers -Uncanny problem solver--gets more done in a day than most others in three--painstaking preparation, inclusion of multitude of details, great execution and follow-through make him our premier planner -Coordinated complex F-15 media orientation flights in Republic of Korea with just seven days notice! --Overcame 10 time zones--potential multi-billion dollar sale. Impact: kept key production lines open --Created the blueprint for future foreign national orientation flights and security assistance support -Outstanding support to field unit PA offices--tackled sensitive <i>Chicago Tribune</i> beryllium investigation --Anticipated explosive national story in making--assembled logistics, medical, environmental experts --Developed detailed plan, messages and Q&A--responsive, firm, thorough answers capped the story -Arranged prominent, 4-star coverage at Bengals-Jaguars NFL contest---shot, distributed digital photos --Set up halftime AFMC/CC interview with #1 Cincinnati talk radio station--all with two days notice! <p>Judgement and Decisions:</p> <ul style="list-style-type: none"> -Provided consistent, insightful PA advice on cross-command space acquisition and logistics issues --Meticulously researched PAVE PAWS health concerns--ensured one-voice response to ease fears -Capitalized on wartime interest in weapons to showcase AFMC warriors behind America's warfighters --Developed messages on unique role in Homeland Defense, technology push, warfighter sustainment --Enabled center spokespersons at 20 locations to tell AFMC story to multiple national media channels -Trusted AF liaison--daily contact with four Texas congressional members during Kelly AFB closure --Choreographed flawless press conference--ensured smooth AF Base Conversion Agency transition -Energized the Airborne Laser PA Working Group--identified roadblocks in security & policy review --Shattered information stovepipes to fix inefficient review & improve news release clearance process <p>Communication Skills:</p> <ul style="list-style-type: none"> -Relationships with trade media, field PAs, and HQ action officers enabled on-target message delivery --Media savvy focused his communication energies--lead role crafting three comprehensive PA plans -Coordinated with 20 field units to develop a secure, web-based archive of all command news clippings --Provided immediate access to coverage of AFMC people delivering new technologies to warfighters -Critical to keeping AF and command leadership informed on PA activity through daily media analysis --Assessed existing product, totally revised format, briefed PA directors on streamlined procedures --Stayed on top of breaking news and Air Force issues--trusted to remain cool under fire--crystal clear! -Mike ably told our story to a national audience and planted seeds for long-term support--huge impact! 		

NOMINATION FOR AWARD *(Continued)*

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GS-11 Michael D. Kucharek

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*